

'Geek of the Week' Tapes Fill a Niche for Technical Audio

Finally, thanks to ORAudio (the audiotape division of O'Reilly & Associates), joggers and commuters can immerse themselves in the world of classless inter-domain routing, OSI and DECnet Phase V protocols, CIDR, BGP-4, and other key technologies. Or maybe not.

Actually, even the folks at O'Reilly would warn you that their ongoing series of audiotapes culled from Internet Talk Radio "broadcasts" isn't meant for casual listening. But the tapes, which feature interviews from the "Geek of the Week" series hosted by Internet Multicasting Services Founder Carl Malamud, fill their own very narrow market niche. "They are really highly technical," cautions Jill Berlin, O'Reilly's retail sales manager. "They're for the people who are gurus on the Internet, and they have a pretty narrow audience in that way. They do sell, but not in high quantities." Berlin does note that at least one bookseller actually plays the tapes in-store, and suggests that networking technology buffs will keep the tapes as a unique part of a technical library.

In their original form, the interviews were sent out over the Internet as long sound files which could chew up literally dozens of megabytes of space on a listener's hard drive and use up hours of download time—assuming the user had sound capabilities to play the files back at all. O'Reilly decided the material was worthy of release to a larger audience, but wasn't sure how large that audience might be. "They kind of came out on a whim," Berlin admits. "We didn't organize a big marketing push." To help rectify that, O'Reilly is offering bookstores a display designed to keep the audiotapes next to books on system administration.

O'Reilly has released six "Geek of the Week" tapes, which range in length from one to four hours. The tapes, with titles such as *The Future of the Internet Protocol* and *Mobile IP Networking*, range in price from \$9.95 to \$24.95, depending on the number of programs included. The featured "geeks" include Australian Academic Research Network (AARNET) director Geoff Huston and Internet Architecture Board Executive Director Bob Braden. One slightly less technical ORAudio release features Electronic Frontier Foundation co-founder and Internet expert John Perry Barlow speaking and answering questions at the winter 1994 USENIX conference. ☼

INTERNET TALK RADIO



PERGAMON BOOKS TRANSFERRED TO BUTTERWORTH- HEINEMANN

In an internal restructuring, two Reed Elsevier companies have traded offerings. Effective January 1, Butterworth-Heinemann will assume the publication, marketing, and distribution of some 400 books currently published under the Pergamon imprint (which operates as a division of Butterworth sister company Elsevier Science). In exchange, Butterworth has given up publishing most of its scholarly journals to Elsevier Science.

"It's a little internal horse trading," commented Will Buddenhagen, sales and marketing manager for Butterworth-Heinemann, explaining that the idea was to give the two companies distinct mandates: Butterworth's to publishing books and Elsevier Science's to publisher journals.

The list of approximately 400 titles shifted to Butterworth includes offerings in life and earth sciences, engineering, material science, physics, business, and education. Among the bestselling titles on the list is Landau and Lifshitz' *Series on Theoretical Physics*, as well as Ashby and Jones' *Engineering Materials*. Buddenhagen said that all Pergamon titles will become Butterworth-Heinemann titles as they are revised and reprinted.

Inventory for all titles will be maintained at Butterworth-Heinemann's distribution center in Woburn, Massachusetts and as of January 1, booksellers should begin placing orders there. Returns of books previously purchased from Elsevier Science will be accepted by Butterworth-Heinemann until April 30, 1995 (225 Wildwood Ave., Woburn, MA 01801). For more information or a complete list of the titles, contact Buddenhagen at (617) 928-2628. E-mail, wmb@bh.com. ☼

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